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DATELINE: NO. 134 NEW YORK
LAWRENCE FREUND/NEW YORK

DECEMBER 1, 1976

DEPUTY MAYOR FOR A DOLLAR A YEAR
(VOICED PIECE AND INSERTS AVAILABLE IN TAPE LIBRARY)

ANNCR: DATELINE: NEW YORK CITY -- PICTURES IN SOUND, WORDS, AND MUSIC OF PEOPLE, PLACES AND EVENTS IN AMERICA'S METROPOLIS. THE DELICATE FINANCIAL HEALTH OF NEW YORK CITY HAS BEEN OF CONSIDERABLE CONCERN TO OFFICIALS ON THE FEDERAL AND STATE LEVEL. ONE OF THE COUNTRY'S LEADING MAGAZINE EXECUTIVES, ALSO CONCERNED ABOUT THE SITUATION, HAS RESIGNED HIS JOB AND JOINED THE CITY GOVERNMENT IN AN EFFORT TO HELP SOLVE ITS ECONOMIC PROBLEMS. VOA CORRESPONDENT LARRY FREUND GIVES THE DETAILS IN THIS REPORT FROM NEW YORK.

NARR: OSBORN ELLIOTT IS NOW NEW YORK'S DEPUTY MAYOR FOR ECONOMIC DEVELOPMENT. HE IS BEING PAID THE HONORARY SALARY OF ONE DOLLAR A YEAR. IN HIS NEW POSITION, MISTER ELLIOTT'S TOP PRIORITY IS RETRIEVING THE MORE THAN SIX HUNDRED THOUSAND JOBS THE CITY HAS LOST SINCE NINETEEN SIXTY-NINE -- A PAYROLL VALUED AT SOME SIX THOUSAND FIVE HUNDRED MILLION DOLLARS A YEAR.

TAPE: CUT ONE -- ELLIOTT

"THE NAME OF THIS GAME IS JOB CREATION. AND THAT'S THE WAY NEW YORK IS ULTIMATELY GOING TO GENERATE THE REVENUES THAT IT NEEDS TO PAY FOR THE CITY'S SERVICES THAT HAVE BEEN CUT BACK SO SEVERELY. YOU'RE NOT GOING TO DO THIS BY GIMMICKRY (TRICKS). YOU'RE GOING TO DO IT BY THE CREATION OF JOBS. AND I WOULD THINK THAT MOST OF THOSE JOBS HAVE GOT TO BE CREATED IN THE PRIVATE SECTOR. SO THAT'S PRIORITY NUMBER ONE."

NARR: OSBORN ELLIOTT, FIFTY-TWO YEARS OLD, WORKED AT NEWSWEEK MAGAZINE FOR TWENTY-ONE YEARS UNTIL HE DECIDED TO SWITCH TO MUNICIPAL GOVERNMENT. WHEN HE LEFT THE WEEKLY MAGAZINE -- HE WAS CHAIRMAN OF THE BOARD AND WAS DESCRIBED AS A MAJOR AMERICAN JOURNALISTIC FIGURE. NOW HE IS FACING A NEW TASK: REVITALIZING THE NEW YORK CITY ECONOMY, AT A TIME WHEN IT FACES EXTREME PRESSURES ON ITS BUDGET.

TAPE: CUT TWO -- ELLIOTT

"WHAT WE'RE TALKING ABOUT HERE IS NOT JUST SIMPLE OR COMPLICATED REMEDIES FOR NEW YORK CITY, BUT REMEDIES THAT WOULD BE APPLICABLE TO ALL THE OTHER OLDER INDUSTRIAL CITIES IN THE NORTHEAST OF THE UNITED STATES. AND WHEN WE TALK ABOUT THAT, WE'RE REALLY TALKING ABOUT A QUITE DIFFERENT APPROACH ON THE PART OF THE FEDERAL GOVERNMENT TOWARD THE PROBLEMS OF THE OLDER CITIES. I THINK THERE IS NOW HOPE, WITH THE ELECTION OF JIMMY CARTER AS PRESIDENT, THAT THERE WILL BE A MORE RECEPTIVE AND POSITIVE ATMOSPHERE IN WASHINGTON AS IT APPROACHES THE PROBLEMS OF URBAN AMERICA."

NARR: NEW YORK CITY DEPUTY MAYOR ELLIOTT BELIEVES THAT THE FEDERAL GOVERNMENT CAN RELIEVE NEW YORK AND OTHER CITIES OF THEIR COSTLY PUBLIC WELFARE PAYMENTS. ABOUT ONE-FIFTH OF NEW YORK'S CURRENT THIRTEEN THOUSAND MILLION DOLLAR BUDGET IS NOW SPENT ON SUCH PROGRAMS FOR THE POOR AND NEEDY. MISTER ELLIOTT IS ALSO HOPEFUL THAT THE NEW CARTER ADMINISTRATION WILL DEVELOP NEW PUBLIC WORKS PROJECTS FOR THE CITIES. BUT AT THE SAME TIME HE RECOGNIZES THAT NEW YORK CANNOT DEPEND ON WASHINGTON TO SOLVE ALL OF ITS PROBLEMS -- EVEN WITH A "MORE CONSTRUCTIVE ADMINISTRATION" AS MISTER ELLIOTT PUTS IT.

TAPE: CUT THREE -- ELLIOTT

"I THINK IT WOULD BE A GREAT MISTAKE FOR US NEW YORKERS TO ASSUME THAT OUR PROBLEMS HAVE NOW BEEN SOLVED BY THE ELECTION OF MISTER CARTER. I THINK IT IS GOING TO BE VERY MUCH INCUMBENT ON NEW YORK CITY STILL TO DELIVER THE GOODS (SHOW PROGRESS) IN THE WAY OF GETTING ITS FINANCIAL HOUSE IN ORDER."

NARR: THE VERY FACT THAT NEW YORK NOW HAS A DEPUTY MAYOR FOR ECONOMIC DEVELOPMENT, SAYS OSBORN ELLIOTT, IS EVIDENCE OF THE CITY'S SERIOUS DETERMINATION TO IMPROVE ITS BUSINESS CLIMATE. FROM HIS OFFICE OVERLOOKING NEW YORK'S CITY HALL, MISTER ELLIOTT IS WORKING ON AN AMBITIOUS NEW PROGRAM RANGING FROM NEW BUSINESS TAX ADVANTAGES TO SOPHISTICATED ADVERTISING AND MARKET PROMOTION. BUT HE BELIEVES THE CITY MUST GO BEYOND WHAT HE CALLS "FIXING THINGS HERE AND THERE"...

TAPE: CUT FOUR -- ELLIOTT

"IT IS MAKING A VERY BROAD COMMITMENT TO IMPROVING REALLY THE WHOLE QUALITY OF LIFE OF THE CITY. AND BY THAT I MEAN CLEANER AND SAFER STREETS, BETTER SCHOOLS, BETTER HOSPITALS, DECENT HOUSING, TRANSPORTATION AT REASONABLE COST. NOW THOSE ARE A SERIES OF PRETTY BIG COMMITMENTS TO MAKE AT A TIME OF SUCH FINANCIAL STRAIN. AND OBVIOUSLY THE CITY CAN'T COMMIT ITSELF TO PROVIDING ALL OF THESE THINGS OVERNIGHT. BUT IT CAN COMMIT ITSELF TO THE INTENTION TO IMPROVE ALL OF THOSE ELEMENTS THAT GO INTO MAKING UP THE QUALITY OF LIFE. AND IT CAN CALL UPON ITS CITIZENS TO HELP DO THAT."

NARR: DEPUTY MAYOR OSBORN ELLIOTT IS CONVINCED THAT VOLUNTEER EFFORT OF NEW YORKERS HAS ALREADY HELPED REDUCE THE IMPACT OF THE SERVICE AND STAFF CUTS THE CITY HAS FACED. AND HE BELIEVES THAT PEOPLE, ORGANIZED IN "BLOCK ASSOCIATIONS" -- RESIDENTS FROM ONE CITY BLOCK -- CONSTITUTE A TREMENDOUS FORCE FOR IMPROVING THE QUALITY OF LIFE...A FORCE WHICH HE SAYS IS GROWING VERY EFFECTIVELY.

NARR: (CONT'D) LOOKING BACK AT NEW YORK'S RECENT HISTORY, MISTER ELLIOTT BELIEVES THE CITY BECAME TOO GENEROUS, THAT IT PROMISED TO SOLVE TOO MANY PROBLEMS AND DELIVER TOO MANY SERVICES. THE FINANCIAL FACTS OF LIFE HAVE NOW FORCED SEVERE CUTBACKS ON THE CITY. BUT THE DEPUTY MAYOR IS OPTIMISTIC THAT A LOT CAN STILL BE DONE. OTHERWISE, HE SAYS SMILINGLY: "I CERTAINLY WOULD NOT HAVE TAKEN THIS JOB."

TAPE: CUT FIVE -- ELLIOTT

"ONE OF THE THINGS THAT PERSUDED ME THAT A LOT COULD BE DONE WAS MY CONVICTION IN TALKING WITH THE MAYOR OF NEW YORK CITY AND WITH THE GOVERNOR OF NEW YORK STATE THAT BOTH LEVELS OF GOVERNMENT HAVE NOW MADE A VERY FIRM AND SERIOUS COMMITIMENT TO IMPROVING THE BUSINESS CLIMATE IN THIS AREA. I THINK THAT WAS THE ESSENTIAL DECISION THAT HAD TO GO BEFORE ANY ACTUAL PROGRESS IN THIS FIELD. THAT DECISION, I BECAME PERSUDED, HAD BEEN MADE. AND THAT IN MY VIEW PAVED THE WAY FOR SOME VERY CONSTRUCTIVE ACTIVITY THAT I CAN UNDERTAKE."

NARR: OSBORN ELLIOTT, NEW YORK'S NEW DEPUTY MAYOR FOR ECONOMIC DEVELOPMENT.

ANNCR: THIS HAS BEEN DATELINE: NEW YORK -- PICTURES IN SOUND, WORDS, AND MUSIC OF PEOPLE, PLACES AND EVENTS IN AMERICA'S METROPOLIS. LISTEN AGAIN NEXT WEEK (AT THIS TIME) FOR ANOTHER DATELINE: NEW YORK.

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